

On-Call Planning and Scheduling Consultant Services

Scope of Work

1. [Introduction](#)

The New Orleans Regional Transit Authority (RTA) is soliciting Statements of Qualifications (SOQs) from qualified firms to provide On-Call Planning and Scheduling Consulting Services. The selected firm or team of firms will support the RTA's Service Planning and Scheduling team on a task order basis. Proposers will need to show they have expertise and can provide or source the specific services listed in the Scope of Services section of this Request for Qualifications (RFQ).

2. [Background](#)

The RTA has undertaken significant improvements to providing transit services, guided by its recently updated Strategic Mobility Plan (SMP), including the implementation of a major bus network redesign ("New Links" plan); the adoption a Locally Preferred Alternative (LPA) for its first Bus Rapid Transit corridor; and the securing of over \$50 million for the design and construction of major transit hubs, passenger facilities and fare collection technology modernization (tap and other pre-paid boarding payment). The RTA seeks to build off these initiatives in the coming years, focusing on developing service plans and improvements for the next five years aligned with the implementation of these projects and other major service recommendations from the SMP and other planning efforts. The RTA continually works to improve operational efficiencies of current services, implement new services, and develop innovative mobility solutions. With the abundance of work needed to continue moving the RTA in the right direction, the agency is issuing this RFQ to bring aboard a firm or team of firms to support staff. The on-call firm will help achieve RTA's mobility, transit, and transportation goals. These efforts will inform the work performed under this RFQ.

3. [Scope of Services](#)

RTA seeks a consulting firm or team of firms to assist with service planning and scheduling projects. The vendor selected will support RTA's Planning and Scheduling Team to help meet RTA's goals of improving the effectiveness and efficiency of existing transit service and expanding services to meet current and future community needs. Qualified firms will provide a range of services related to transit planning, scheduling, operational improvements, and support for Capital Projects Planning. The work may include, but is not limited to:

[Service Planning](#)

- Support the development of the 5-year service plan.
- Plan fixed-route network adjustments to accommodate Bus Rapid Transit (BRT) implementation.
- Develop a Regional Express Plan, including assessment of need and potential demand for express services.
- Conduct analysis of existing conditions and opportunities for current and potential service areas, including demographics, geospatial analysis, ridership trends, transportation system

performance, land use patterns, and development proposals. Assess multi-modal access and transit-oriented development potential.

- Provide planning and best practices research for on-demand, micro transit and other flexible service models and innovative first-mile last mile strategies.
- Conduct Title VI analyses for fare and service changes and integrate equity considerations into all service planning projects and proposals

Rider Engagement and Public Outreach

- Conduct a system-wide Origin-Destination survey
- Design and deploy on-board surveys for individual planning analyses
- Create graphics, maps, and materials to communicate existing and proposed services using industry best practices.
- Support public outreach initiatives for proposed and upcoming service changes, including public meetings, focus groups, and surveys.
- Develop innovative outreach and inreach programs to increase engagement with service planning concepts both with the public and RTA staff and operators.

Scheduling

- Perform scheduling tasks using Trapeze FX and Blockbuster, including scheduling, blocking, run-cutting, and rostering.
- Provide technical training for new and existing staff on scheduling concepts, theories, and software tools.
- Assist scheduling team with data integrity checks and general maintenance of schedule and stops data

Data Analysis and Reporting

- Perform technical analysis of transit service, assessing performance, service areas, speed, reliability, and other critical factors.
- Troubleshoot existing and future data sources, ensuring data integrity and reconciliation between disparate systems, especially for ridership, schedule reliability and service delivery data.
- Develop performance metrics for service monitoring and assist with the application of RTA's Fixed-Route Service Standards. Recommend policy updates based on local conditions and industry best practices.
- Support certification of Automatic Passenger Counters (APCs) on streetcars for National Transit Database (NTD) reporting.
- Assist in process improvement for NTD reporting methods
- Develop and troubleshoot new ways to report data using RTA's current available tools like Excel and PowerBI, both internally and externally. Assist in producing reports to audiences such as elected officials, appointed board members, and the general public.
- Assist with the NTD annual and triennial audits

Cost and Ridership Modeling

- Perform economic and financial analysis for proposed service and fare changes.
- Develop cost model for service delivery

Capital Projects and Strategic Planning Support

- Assist with annual updates to RTA's Strategic Mobility Plan.
- Provide technical support for the development of capital grant applications.
- Perform corridor-specific run-time and ridership analyses to support corridor and transit priority planning
- Conduct preliminary investigations, feasibility studies, conceptual design work, and benefit-cost analyses.
- Support stops rebalancing initiative to reduce redundancy and improve efficiency and speed of service while considering customer convenience and the built environment

Technology and Innovation

- Provide research and best practices for implementing new software and technology to enhance scheduling, planning, data analysis, and efficient service delivery.
- Support the planning and implementation of new transit modes and services.
- Assist with fare technology modernization strategy and implementation.
- Support planning and scheduling for deployment of zero-emission vehicles

Policy and Process Development

- Conduct peer research and document best practices for addressing transit industry trends and policies related to service planning and development.
- Design, improve, and document departmental processes and procedures to standardize and streamline functions and deliverables.
- Ensure compliance with Federal, State, and Local regulations, including the National Historic Preservation Act (Section 106), National Environmental Protection Act (NEPA), Americans with Disabilities Act (ADA), and DOT/FTA Title VI requirements.
- Support updates to RTA's Title VI Service Equity Analysis and Fare Policy.

4. Task Order Services

When services are needed, RTA will develop a Task Order (Order) for specific work activities under the Awarded Contract(s). The Contractor will prepare a detailed scope, schedule, and budget for RTA approval. Each Order must be mutually agreed upon, in writing, between RTA and the Awarded Contractor(s), and identify the scope of work, schedule, and cost for a specific activity. Orders will be placed on an as-needed basis.

Example Task Orders:

- System-wide Origin-Destination Survey
- 5-Year Service Plan

- BRT Network Adjustments
- Microtransit program design
- Regional Express Plan

5. Contract Term

The initial term of the Contract(s) resulting from this RFP will be for three (3) years from date of award. RTA reserves the option to extend this Contract(s) up to two (2) additional years, in one (1) year increments, for a total Contract period not to exceed five (5) years, unless special circumstances dictate otherwise. Extension for each additional term may be offered at the sole discretion of RTA and will be subject to written mutual agreement.

6. Award

RTA intends to award the Contract(s) resulting from this Solicitation to the responsive responsible Proposer(s) who meets all RFQ requirements and is determined the most advantageous to RTA.

While awarding a single Contract to one (1) Proposer meeting all of the requirements is preferred, RTA reserves the right to make multiple awards as necessary, to meet the operational and strategic objectives of the agency.

RTA does not represent or guarantee any minimum purchase. This Solicitation does not obligate RTA to contract for the services specified herein. RTA reserves the right to add, remove, or otherwise modify requirements to meet the operational and strategic objectives of the agency.

7. Selection Criteria

Experience / Qualifications (30%)

Firm's demonstrated ability to perform the services outlined in the Scope of Work, including:

- Experience with similar on-call or task order-based consulting services.
- Successful completion of comparable transit planning and scheduling projects at similar agencies
- Past performance and client satisfaction, supported by references.

Knowledge and Experience of Key Staff (25%)

Qualifications and expertise of the proposed personnel, including:

- Demonstrated subject matter knowledge of transit planning, scheduling, data analysis, and public engagement.
- Specific experience of key staff with relevant tools, methodologies, and regulatory requirements.
- Alignment of individual staff roles with project needs and depth of team.

Project Approach and Resource Management (20%)

Understanding of the RTA's service context and the agency's strategic goals.

- Approach to managing task orders, timelines, and deliverables across various planning, scheduling, and engagement functions.
- Strategies for ensuring flexibility, responsiveness, and coordination with RTA staff and stakeholders.

Partnership Strength (15%)

Structure, capacity, and added value of the proposed team:

- Clarity of team organization and roles across partner firms (if applicable).
- Unique strengths, tools, or approaches that enhance the proposed services.
- Plan to meet or exceed the Disadvantaged Business Enterprise (DBE) participation goal established for this contract.

Price Proposal (10%)

Reasonableness and competitiveness of proposed fully loaded hourly rates.

- The direct hourly, escalation and overhead rates are reasonable and customary for the scope of work.
- The approach to assigning staff demonstrates a balance between cost efficiency and ensuring appropriate levels of expertise.
- The proposal identifies any mechanisms, options, or practices that could reduce cost over the duration of the contract
- The pricing information clearly defines what is included in the fully loaded rate, with no exclusions that would limit transparency or affect comparability.

8. Contract Structure

The contract will be an on-call task-order basis, with each Task Order to be negotiated for a not-to-exceed amount using the rates submitted in the successful Proposal.

A Consultant's selection does not guarantee that the Consultant will receive Task Order assignments. NORTA reserves the right to separately procure consulting services for a task in lieu of assigning a Task Order to the Consultant. A Consultant's selection for this contract does not preclude the Consultant from submitting its qualifications for other NORTA projects.

9. Proposal Requirements

Proposals should be no longer than 15 pages (double-sided), not including required NORTA Forms. Proposals should use single spaced, 12-point font. Proposals should include:

- Cover Letter
A brief introduction to the proposing firm or team, including the primary point of contact and a summary of the team's interest and qualifications for this contract.
- Project Approach
A detailed narrative describing the proposer's understanding of the scope of work and its intended approach to providing on-call services. This should include:
 - Methods for managing multiple task orders
 - Coordination strategies with RTA staff
 - Specific consideration of local conditions in New Orleans
- Project Team
A description of all firms and team members included in the proposal. For each, provide:

- Role and responsibilities
 - Summary of relevant experience and qualifications
 - Staff availability and capacity for on-call assignments
- Team Profile
A brief company overview of each participating firm, including:
 - Transit planning and scheduling experience
 - History of providing on-call or task-based consulting
 - Examples of similar engagements with other transit agencies
- Exhibit A: Rate Sheet and Schedule
- Required NORTA Forms
Completed and signed copies of all submission forms and certifications as indicated in the Submission Checklist.

Rate Sheet and Schedule

Note: Please include a separate Rate Sheet for each firm on the project team

A. Position Title	B. Hourly Salary Rate	C. Hourly Benefit Rate	D. Hourly Overhead and Profit	E. Fully Loaded Hourly Rate (Total proposed billable rate to RTA) (B + C + D)

- **Direct costs shall be reimbursed by the RTA at cost.**
- **Annual escalation of Hourly Salary Rates shall not exceed 4%.**